

ABSTRACT

Title: A study of marketing strategy of Huawei company in Thailand

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Huawei started to enter the Thailand market in 1999 and after two year's marketing survey, the branch company in Bangkok was established in 2001. The ultimate goal of Huawei, Thailand branch is to offer "high quality products with low prices and considerate services". Concentrated on customers and the market, it has gained certain brand awareness in the telecommunication field in Thailand and set an extraordinary example as an overseas high-tech brand for the Chinese telecommunication suppliers. During the establishment period, huge supports and assistance were received from the Thai government as well as the public and the long-term cooperation was built with mainstream mobile service providers, telecommunication operators and industry partners.

The development process and the sales performance of major products were reviewed at the beginning of this paper; Huawei's successful entrance into the foreign market was discussed later by analyzing the overseas business development on major markets, overseas marketing strategy, customer service strategy, objectives and positioning strategy and brand strategy.

Based on the case of Huawei, this paper put forward the existing problems in international marketing strategies, target markets and market positioning considering the Thailand domestic marketing environment as well as the global marketing environment. This study also suggested new marketing strategies which suit the company's product strategy, pricing strategy, channel strategy and promotion strategy under the guidance of theories of marketing. The conclusion part provides recommend for implementing marketing strategies and provided guidance in promoting Huawei's development on the international market.

Key Words: Huawei, Marketing strategy, Thailand market

摘 要

题目： 华为公司在泰国的营销策略研究
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1999 年，华为开始进军泰国，经过两年的市场调查，2001 年在曼谷成立了华为泰国分公司。华为泰国分公司本着“质量好、价格低、服务好”的宗旨，以客户和市场为中心，在泰国电信界享有一定的知名度，树立了中国电信设备供应商的海外高科技品牌。分公司在创业过程中得到泰国有关政府部门和各界人士的热心帮助与支持，与泰国的主流移动、固定电讯运营商及行业合作伙伴都有着良好的长期合作关系。

本文首先阐述了该企业的发展历程和主要产品的海外销售业绩，通过对该企业各主要海外市场拓展的历程，和对企业进入海外市场的战略、客户服务策略、市场目标和定位策略、品牌策略的研究，论述了华为公司海外市场成功的进入战略。

本文结构特点是立足于华为技术有限公司的基本情况，提出华为公司在国际营销策略方面存在的问题。结合华为公司在泰国市场的内外部营销环境，确定目标市场和市场定位，运用营销学的相关理论，制定切合公司实际的产品策略、价格策略、渠道策略和促销策略等市场营销策略。本文结论对公司市场营销部分在实施营销战略中有借鉴作用，对促进华为公司在国际市场发展有重要的指导意义。

关键词： 华为, 营销策略, 泰国市场